

Application 09/369,490

Atty Docket: PUMA 1024-1 SF/0027.01

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REMARKSStatus of Application

Claims 1-50 are canceled. Claims 51-76 are pending and have not been examined.

Claims 51-63 are method claims and claims 64-76 are corresponding device claims.

Applicants do not intend to introduce any new matter by submitting the new claims. Claims 51-53, for instance, include limitations previously found in claim 1 *et seq.* Claim 54 includes limitations previously found in claim 49. Claims 55-62 recite subject matter found on pages 22-26. Claims 62-63 include limitations from claim 25 and subject matter found on pages 19-20. Claims 64-76 are devices corresponding to the methods of claims 51-63.

Discussion of Limitations in Light of Prior Art Relied Upon by the Examiner

Applicants believe that the limitations of these new claims distinguish over the prior art relied upon by the Examiner, namely Hoffman et al. U.S. Pat. No. 6,122,657. It should be expected that attorney John A. Smart, who wrote both the application being examined and the Hoffman reference, included subject matter in this application that was not part of his Hoffman work. There are similarities between the two because they came from the same author's hand. However, there plainly are differences in this application that distinguish over Hoffman et al.

Claim 51 includes the limitation "processing the special key tags in the parent process, triggering special behavior by the client machine." The Hoffman reference does less. It filters things out of the input stream. See, Hoffman Fig. 3. At columns 29-30, Hoffman et al. explain how to kill ads and filter out spawning of new browser windows. The Hoffman reference filter eliminates ad-related HTML tags from the input stream, without triggering special behavior by the client machine that is responsive to non-HTML defined tags. By non-HTML defined tags, we mean tags that have no standard meaning, that typically would be discarded by a browser as unrecognized. Of course, the tags may conform to a standard syntax, without conveying to any HTML-standard semantic meaning.

Claims 54-63 are dependent claims that refine the special behavior limitation. In these claims, a variety of special behaviors by the client machine are expressed. In claims 54-55, the special behavior of invoking a handler routine that responds to instructions in the auxiliary information is much different from Hoffman et al.'s filtering out of the auxiliary information.

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(See, e.g., Hoffman claim 1, column 31, lines 23-28.) In claims 56-61, the specific behaviors now claimed are not ad-killing behaviors: presenting a dialog box not found in the web page (56); presenting a set-up dialogue for the parent process (57); customizing operation of the parent process (58); presenting a sign-on dialogue not found in the web page (59); or modifying a system registry entry corresponding to the parent process (60). Claims 61-62, ironically, teach the opposite of Hoffman et al.; they describe a way of providing customized ads, not of killing ads.

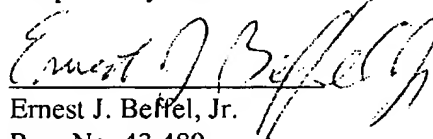
CONCLUSION

In view of the foregoing amendments and remarks, it is believed that all claims are in condition for allowance. New counsel for applicants (and for a new assignee) welcome the opportunity to discuss this case with the Examiner, in the interest of expediting issuance. If the Examiner does not agree the Hoffman reference, written by the same patent attorney as the application being examined, covers much different subject matter than the present application, Applicants would most appreciate an opportunity to discuss the reference with the Examiner.

The undersigned normally can be reached between 8:30 a.m. and 5:30 p.m., excepting lunch, at the numbers listed below.

Thank you for consideration of these new claims.

Respectfully submitted,


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Dated: 24 June 2003

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